

**ABSTRACT OF THE DISCLOSURE****APPARATUS AND METHODS FOR AUCTIONING TIME AND DESKTOP  
SPACE TO PRODUCT AND SERVICE SUPPLIERS**

Apparatus and methods for auctioning time and  
5 desktop space to product and service suppliers are  
provided. The apparatus and methods obtain bids from  
various product and service suppliers and determine which  
of the bids are the highest ranking bids. The particular  
product and service suppliers from which bids are  
10 obtained may be determined based on user preferences  
stored in a user profile, for example. Based on the  
ranking of the bids, commercial information from the  
product and/or service suppliers is presented to the  
user. Higher ranking bids are provided with larger  
15 display space on a user's client device display and are  
provided with a longer display time before cycling to the  
next lower ranking bid. In addition, multiple displays  
of commercial information may be provided at a same time  
with the size and duration of the displays being  
20 determined based on the ranking of the associated bid  
from the product/service supplier.